

BEIJING TODAY

今日北京

PUBLISHED EVERY FRIDAY

September 28 2012-October 4 2012

NO. 590 CN11-0120

HTTP://WWW.BEIJINGTODAY.COM.CN

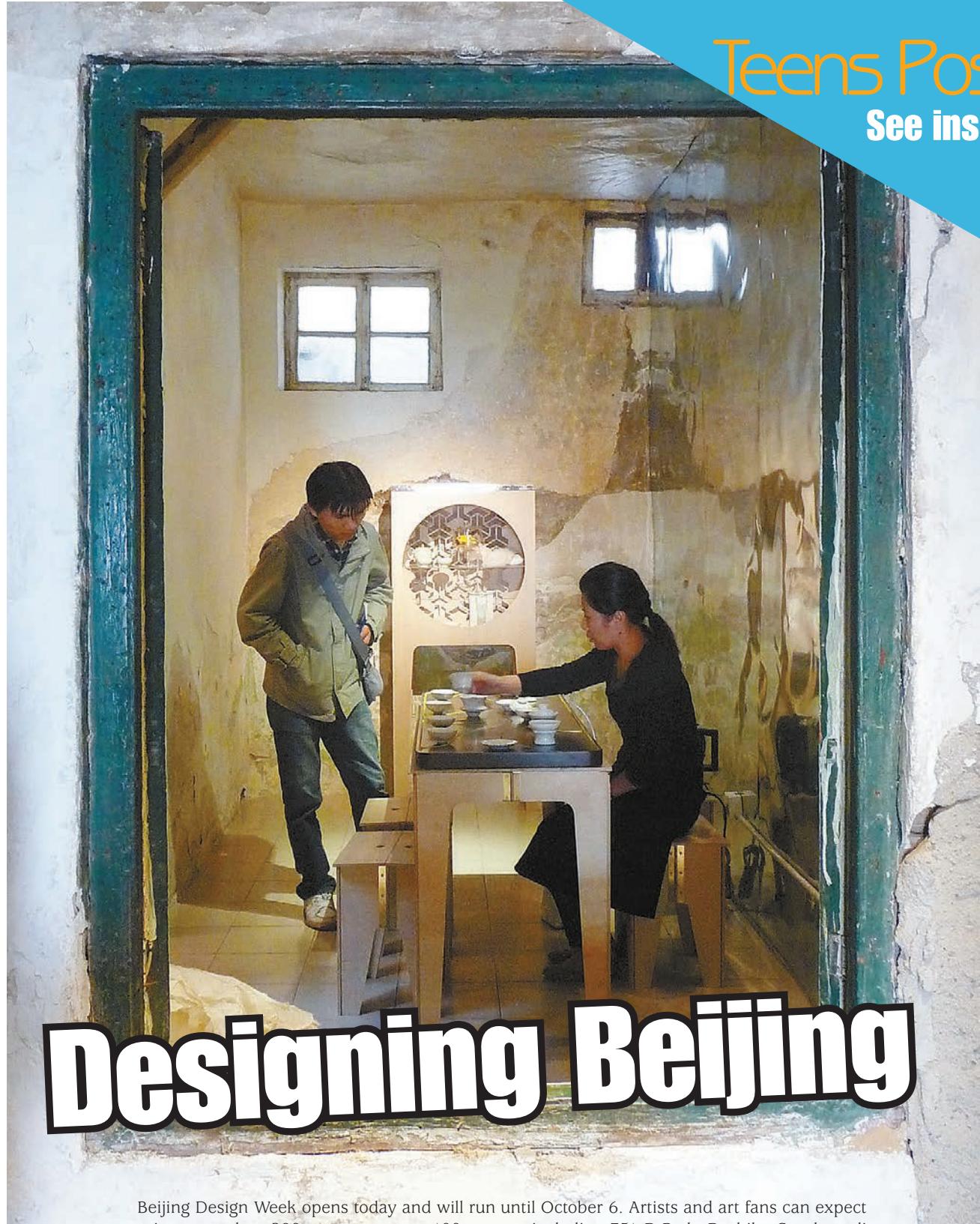
CHIEF EDITOR:
YU SHANSHAN
NEWS EDITOR:
HUANG DAOHEN
DESIGNER:DENG NING

Brighten up
your home

Page 8



北京青年报
BEIJING YOUTH DAILY



Teens Post
See inside

Designing Beijing

Beijing Design Week opens today and will run until October 6. Artists and art fans can expect to enjoy more than 200 events at some 100 venues, including 751 D-Park, Dashila, Caochangdi Art Zone, the China Millennium Monument, the Central Academy of Fine Arts, Communication University of China, the Beijing Institute of Clothing Technology and at satellite exhibition sites such as Jinbao Jie and Yangguang Shangdong.

Read more on Page 3



Page 5

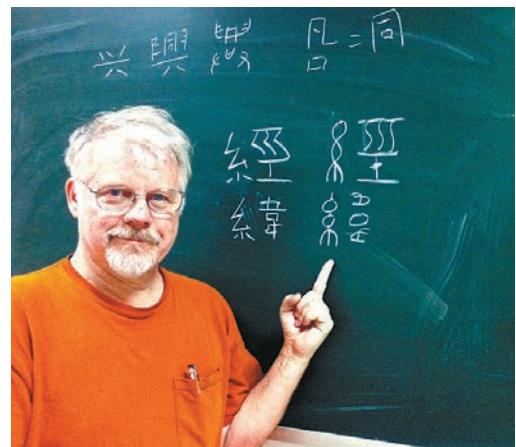
Building great shows

Behind smash hits like *The Voice of China* is Rebecca Yang, the woman connecting China to the world's entertainment.

Page 4

Etymologist to stay

Web legend Richard Sears will be teaching this year at Beijing Normal University.



Polish business group seeking Chinese investors

By Liu Xiaochen

A seminar about doing business in Poland was held on September 13 in Beijing. It was attended by representatives from the Trade and Investment Promotion Section of the Polish embassy and the Poland Enterprises in West Pomeranian Region.

Titled "Western Pomerania Economic Region of Poland, Baltic - sea of business opportunities," the seminar, plus related meetings, were organized by the Trade Development Bureau of Ministry of Commerce and Trade and Investment Promotion Section of the Embassy of Poland.

In order to attract investors, the West Pomeranian Region passed a series of preferential policies and incentives.

For example, 655 hectares of special economic zones have been carved out for investors.

Other incentives include local property tax exemptions for up to seven years, labor market tools and EU grants.

"West Pomeranian is located in the center of Europe and very close to northern and western Europe," said Olgierd Geblewicz, marshal of the West Pomeranian Region.

Priority projects in the special economic zones include renewable energy, logistics, tourism, business process outsourcing, chemicals, electronics, wood and wood products and automotive.

The main regions of investment are Goleniow Industrial Park, Stargard Industrial Park,

High Tech Park, Koszalin Business District. More than 4,000 foreign capital companies out of more than 200,000 companies are situated in these regions.

West Pomeranian currently has a working relationship with Guangdong Province - there are Chinese students studying at Szczecin University.

"The unemployment rate of West Pomeranian is relatively higher than other regions," said Małgorzata Saar, head of the Business Support Unit in the Investors' Assistance Center of the West Pomeranian Marshal's Office. "However, this is good to investors because they can find human resources more easily. The wages are also lower than in many countries such as Holland and Denmark."

"After joining the European Union in 2004, West Pomeranian has had more and more opportunities for cooperation with other European countries."

Some Chinese investors came away impressed.

"I'm not familiar with Poland, so I came today," said Li Guodong, CEO of Beijing Sino American Chiao Shin Investment Company. "On one hand, I can get information about projects and chances to cooperate with Poland. On the other hand, I can help my employees find cooperative projects."

"If a project looks good, we'd like to take a team to Poland with other entrepreneurs to work on it."

Li said he is looking at investing in the poultry

industry, machine manufacturing industry and LED energy-saving lamp-production industry.

"We have been very interested in these kinds of activities," said Zhang Fan, Li's colleague. "We can find more opportunities and learn from them, including their behavior patterns and cooperation methods."

Poland is more than happy to share.

"We are looking to do business with Chinese people," said Krzysztof Wilk, president of Baltic Marine Company. "If people are looking for good business, this situation is such that our governors can connect and visit one another and draw up a good plan for cooperation."

Haagen-Dazs honors Chinese culture with moon cakes, opera

By Zhao Hongyi

Haagen-Dazs, the world famous ice cream, sorbet and frozen yogurt brand, has been trying to integrate into the China market by offering creative products that are closely related to traditional Chinese literature and culture.

In August, Haagen-Dazs launched moon cake products to welcome the coming Mid-Autumn Festival on September 30.

The series was branded, "Flower Blossom, Moon Full," a traditional greeting to Chinese customers.

Haagen-Dazs invited movie stars such as Fan Bingbing, Qin Hailu and Huang Haibo to perform *The Peony Pavilion*, a thousand-year-old Kunqu opera about the tragedy of love.

The story is about a girl from a wealthy family who falls in love with a poor student. With the help of her maid, the two secretly meet in the backyard.

The young boy eventually becomes a scholar, but leaves the girl - leading to a tragic ending.

Kunqu opera is the local form of opera in Suzhou, Jiangsu Province. In old



Haagen-Dazs' representative Fan Bingbing

Photo provided by Haagen-Dazs

times, performers put on a show for the emperor every year, eventually bringing the form to Beijing.

In addition to the opera, Haagen-Dazs has launched several moon cake series in the past decade.

Some are made with ice cream, various nuts and sweets, but in the shape of traditional moon cakes.

The brand has also launched a series called tappasaki, a combination of dishes from Japan. All the

dishes - including sushi, sashimi and tappasaki - are made out of ice cream and sweets.

Haagen-Dazs has been quite successful in China so far. The ice cream moon cake and tappasaki series

have been very popular on the high-end market.

Since opening its first shop in Hong Kong, Haagen-Dazs has expanded to about 200 shops on the Chinese mainland, Hong Kong and Taiwan.

Milan joins in Beijing Design Week

By Li Zhixin

The government of Milan is organizing Italian designers and professional institutes to show their newest works and meet art lovers at 751 Design Part, Dashila and Caochangdi.

The event, part of Beijing Design Week, will be held between September 28 and October 6.

As many as 20 projects and units, including Beijing Olympic Center, Shanghai Puxi International Horticultural Expo's garden area, the Suzhou Museum, the Qinghai-Tibet Railway, the internal design of the Shenzhou 9 spacecraft, Sanlihe's Ecological Corridor, Xintiandi Shanghai and the Xiaomi phone, will compete for 11 awards in four categories, including the Classic Design Award, Award for Design Education, Award for Design Promotion, Award

for Design Communication and Award for Design Application.

Milan, the guest of Beijing Design Week, had its own design week in April. This year, the city will present some of its architectural installations, community programs, public product designs, electronic innovations, lectures and workshops, as well as its food, fashion and furniture.

The exhibition by Milan promotes sustainable development in the creative community through a platform for sharing, cooperation and management.

In addition, more than 20 Italian furniture brands and living goods brands will participate in the Beijing International Designing Products Trade Fair, which will be held between September 28 and October 2.

The trade volume of the fair is estimated to

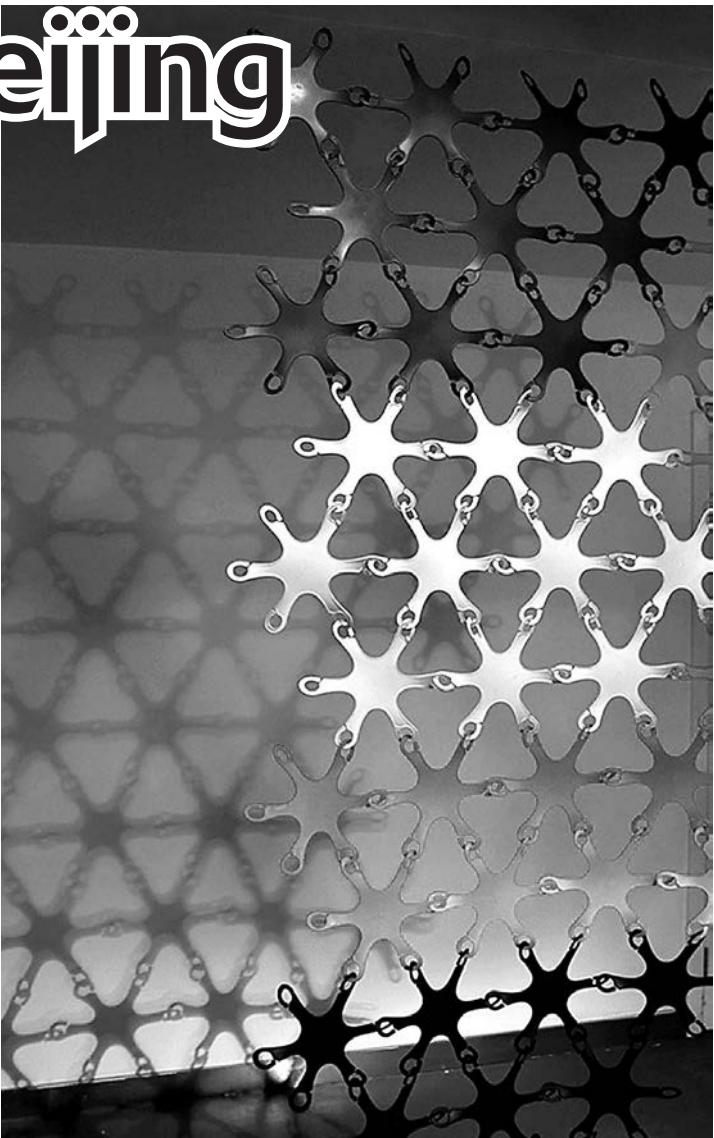
break 3 billion yuan, according to the municipal government.

In addition to the awards and exhibition, Beijing Design Week will demonstrate new products for smart city design and host a forum for designers.

There will be more than 200 events during the week spread across more than 100 locations.

The list of activity venues includes 751 D-Park, Dashila, Caochangdi Art Zone, China Millennium Monument, Capital Museum, Ullens Center for Contemporary Art, Central Academy of Fine Arts, Communication University of China, Beijing Institute of Clothing Technology, Shang 8, China Design Market and the communities of Jinbao Jie and Yangguang Shangdong.

Beijing was named the city of design in June.



New Italian Design 2.0 at Beijing Design Week
Photo provided by Beijing Design Week

Greener project pledges to back environmental startups

By Liu Xiaochen

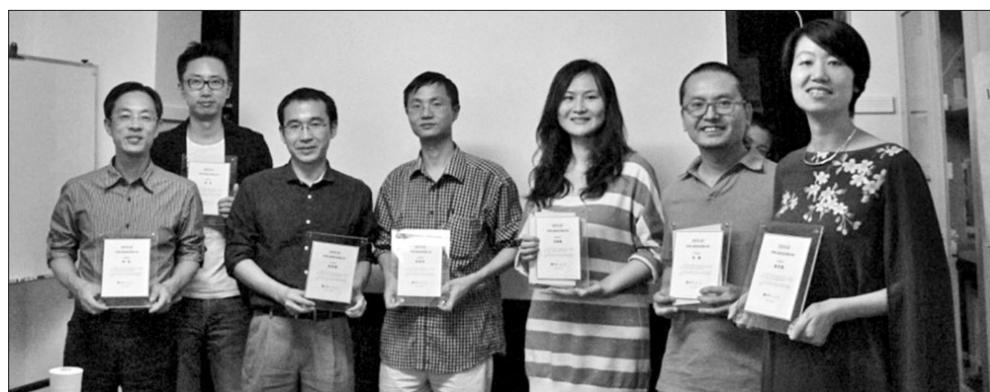
The Entrepreneur Environmental Protection Foundation was recently in Beijing to promote its new support program for environmental entrepreneurs.

Greener, its plan, is intended to incubate new teams dedicated to working for the public interest. It plans to support no less than 300 environmental protection teams during the next five years.

"What makes Greener different is that it funds teams rather than their projects, which enables us to support personnel training," said Chen Jue, a member of the Society of Entrepreneurs and Ecology, EEPF's parent organization.

"It offers teams opportunities to boost their work capacity and communicate with entrepreneurs, which provide the foundation for a lot of new efforts. Actually, supporting new businesses that are not mature projects is usually quite risky."

Greener was first proposed by Guo Xia, a senior project officer at SEE Foundation. Guo



Advisers for Green at its activity

Photo provided by SEE Foundation

recognized that China has fewer than 1,000 NGOs focused on improving the environment, and that it will take many more to make real progress in economic protection.

"There are many environmental problems: pesticide, waste and air pollution. In a time like this, civilian effort is as important as the government's plan," she said. "When we look at success cases of environmental protection in Europe and the US, they were promoted by NGOs."

"There are a lot of professional environmental groups with big ambitions. What they

need is an opportunity, and that's what we want to provide."

Recent years have seen a surge of interest in environmental protection, but few people do it as a full-time job, said Li Zhiyan, the adviser for Green in north China.

"According to SEE's previous survey, there are more than 300 NGOs involved in environmental protection," Li said. "That's not enough. We need to boost the quantity, and then we will see quality organizations start to emerge."

For the next five years, SEE will provide between 10,000

and 200,000 yuan to selected teams from its pool of 1.5 million yuan. The funds come from entrepreneurial members of SEE.

"Most entrepreneurs who want to enlarge their enterprises are concerned about how they affect the environment. That is the trend," Li said. "However, it's not easy to manage environmental protection. Many want to donate, but they expect to see immediate results."

Guo hopes to convince them that the environment is a long-term investment.

"We hope to play the role

of a central group for collecting donations, so we can show them how their money gets to different projects," Guo said.

Greener stopped accepting applications from interested NGOs last month. It has held educational meetings in Guangzhou, Shanghai, Beijing, Xi'an and Chengdu, and is planning to expand into other Chinese cities.

"Many people think it is commercial when they hear about our undertaking. That's a mistake. Our first year will be about making people understand what we're trying to do," Guo said.

SEE will begin looking through applications to select its first group of NGOs to support. It plans to complete the first round of selection before the end of the year.

"We've seen a lot of interesting ideas, but the final choice will come after discussion with judges and experts," Li said.

"Some of the teams seem to have a fuzzy grasp of the difference between public service and commercial enterprise."



By Sally Zhang

Dressed in a short, classic black dress, Rebecca Yang is the slim and elegant lady in her 30s who has kept thousands of Chinese viewers glued to their televisions over the summer's Friday nights.

But not because she starred in any program.

Yang is the CEO of the International Program Content Network (IPCN), a company which brokers deals to adapt foreign TV program formats for the Chinese industry.

She and her team have bridged cultural gaps, selling ideas for program formats to broadcasters, producers and sponsors – and most importantly, bringing something new to the country's TV viewers.

Among their most popular projects is *The Voice of China*, which has been a hit since June 13. The program spread rapidly by word of mouth, and has been a trending topic of discussion.

The show, based on a format commissioned by more than 45 broadcasters and aired in 140 territories, has been astonishingly successful in China. Viewers have applauded the skill of singers selected in the blind auditions, the educational elements and the show's unique coaching mechanism.

Since it began airing, the cost for advertising during *The Voice* has risen from 150,000 yuan per 15-second block to 500,000 yuan. Blocks during the finale on Friday will cost a record-setting 1.16 million yuan.

Building bridges to entertainment

Hard work

Yang only slept for a few hours before Saturday's interview.

Her days in Beijing have been packed. She met media and business people to discuss new opportunities, interviewed potential employees for a new Beijing office slated for mid-2013 and attended a few functions to keep up her network.

Sunday she headed off to Shanghai to attend the recording of *The Voice of China*.

"My time is split between the UK and China. Luckily, I have a small but strong team on both sides," she said.

Employees at her London office spend their days researching and purchasing the rights to TV formats. The office in Shanghai coordinates sales of these formats to Chinese media teams with the help of freelancers.

The Shanghai team has helped Yang to broker some of the top ad-funded projects in China, including

China's Got Talent with Dragon TV, *The Sing-off* with Shenzhen Satellite TV, game show *The Cube* with Dragon TV, *I Love My Country* with Hubei Satellite TV and *Date My Car* with iQIYI.com.

Yang hopes to go beyond quiz and reality shows to introduce more genres of entertainment to China.

Early career

Yang started in the media industry after receiving a Bachelor's degree in film, broadcasting and journalism and sociology, and a Master's degree in marketing.

At the age of 24, she started a television production and distribution company called Wild Grass Productions in London, which brought creative British productions to China. She started the International Program Content Network company in 2007 to handle distribution of the rights to TV formats.

Her IPCN work is supported by Mick Desmond, the CEO of ITV Broadcasting, who has worked in the media industry for 25 years.

In 2008, Yang was the key organizer of Create in China, a media summit in the UK that brought together Chinese and Western media executives. She also forged her company's first cooperation with Hunan Satellite TV and introduced the quiz TV show *1 vs 100* from the Netherlands company Endemol.

Yang said bringing popular international TV formats to "the [world's] most fascinating, and arguably most difficult market" is not that easy.

"There are always problems to

solve in the process, to address the differences in concepts, policies and practices in the West and in China," she said. China's strict TV regulations prohibit quiz shows from offering cash prizes.

Yang's job is more than just facilitating format deals. Her team coproduces series, oversees the formats and ensures high production value. But Yang is sure of the value of the market.

"Shifting government regulations and a prevalence of copycat shows makes China a hard place to maneuver, but the size of this increasingly wealthy country is not to be ignored: this is the place where *China's Got Talent* has averaged more than half a billion viewers," she said.

Last summer, she invited Susan Boyle, one of the most popular winners of Britain's *Got Talent*, to come to China and sing on *China's Got Talent*. Boyle's presence at the finale helped set *China's Got Talent* apart from its copycats.

Not only does she envision bringing international TV formats to the burgeoning market, but also tackling the problems in the country's weak copyright protection system.

Yang said she hopes to build an "entertainment empire" in China by tapping into luxury retail and sports.

"After several years of brokering international formats, IPCN wants to branch out into producing. The format the company has chosen to produce first is Zodiak Media's *Secret Millionaire*," she said.

Rebecca Yang and Susan Boyle on the later's first trip to China.



Producers and guests of *The Voice of China*.

Photos provided by IPCN



Liu Yi's solo exhibition in Shanghai
CFP Photo

Obscenity or art?

By Huang Daohen

Nudity in art, though not uncommon in either ancient or modern China, creates controversy and unrest every time it becomes public.

Painter Liu Yi would know.

His painting *Women Playing Mahjong* went on display earlier this month at the Shanghai Art Fair, and instantly found itself at the center of a storm. The painting, from the Canadian Chinese artist's Beijing 2008 series, depicts five women around a mahjong table, some half-naked.

Some called the painting too erotic, while others sidled up to the front of the picture to figure out what the artist was really saying.

And indeed, the painting says a lot.

One lady has tattoos that are in Chinese. A naked woman next to her is Japanese. A woman lying flat with her breasts exposed is said to be Russian, while the other is American. A woman standing and watching is Taiwanese.

A local Shanghai resident surnamed Wang said the women show how these five countries or region negotiate with one another. "Their clothes actually imply their situations," Wang told *Xinmin Evening News*.

This was not the first time that locals have seen the painting. At the beginning of the year, Liu held his first traveling exhibition at the Shanghai Art Museum. It featured nearly 30 of his iconic oil paintings from the last two decades.

The feedback was overwhelming, as lines were seen wrapping around the museum. At one point, the painting was the third most searched-for work online, after Leonardo Da Vinci's *Mona Lisa* and Vincent Van Gogh's *Starry Night*.

Liu said the public's imagination was incredible, and sometimes even he is astonished by the interpretations. But Liu has never spoken publicly about the real meaning of his paintings, neither confirming nor denying others' interpretations.

In a recent interview, he said the painting reminded him of the classic Chinese novel *Dream of the Red Mansion*. "For every thousand people that reads it, there are going to be a thousand different interpretations of what it means," he said.

Liu said he was not concerned by how his works are interpreted or even misinterpreted. "I'm just pleased that the audience is interested in my paintings and is willing to give their opinion."

Liu remembered feeling excited to find an old lady who lingered in front of his paintings. "Maybe in her eyes, this painting made her uncomfortable, but I asked myself, 'Why this painting?'"

"It might embody some scenes that appeared in her life or dream, and that's enough for a painter," he said.

Liu, born in Tianjin in 1957, graduated from the China Central Academy of Fine Arts in 1978. He later moved to Canada, where he made himself known in the Western mainstream art community.



Photo provided by Shanghai Art Museum

While in Toronto, Liu always linked his paintings to the motherland, yet used classical European elements.

In fact, *Woman Playing Mahjong* is not Liu's only work that has inspired debate. His *Network Girls* was another one. The painting,

done in 2006, depicts two naked young women playing with a pet cradle on the side of a ruined wall. The hole on the wall appears to be in a shape of the map of China.

Huang Ye, an art dealer and veteran critic, said Liu is typical of a maverick who works between pop art and realism.

"Liu has Western styles in his painting that cause dramatic tensions, like creating alluring and controversial images," Huang said.

"Nudity is surely the choice," he added.

But not all nudity or erot-

surnamed Su immediately shielded her daughter's eyes. "This is really unacceptable," she told *Guangzhou Daily*. "Think of how it will influence young students."

Liu, an office worker in his 20s, was a bit more understanding, but said the organizers should take into consideration how this will affect the majority of the residents, especially the elderly.

Others suggested local authorities do something about the "obscene" event.

However, the local Trade and Industry Bureau was in favor of the exhibit. An official with the bureau who didn't want to be named said it gave locals the chance to ask: "What exactly is art?"

Critic Huang agreed. "Chinese people have been too cautious about sex and nudity," he said.

In July, China Central Television (CCTV) shocked the public by blurring out the genitalia of Michelangelo's famous David statue during a live broadcast.

The move stirred debate on the Internet, with netizens mocking the station's alleged lack of respect toward the work. CCTV later removed the blurring when it rebroadcast the program.

The debate of art versus porn may not be an old one in many countries, but in China, those exhibits marked the first time that people openly talked about such topics, Huang said.

"If more controversial art is displayed in the future, nudity will no longer be a taboo subject," he added.

Hutong fine dining to impress your holiday guests

By Annie Wei

Many visitors will flock to Beijing during the coming weeklong holiday.

Taking your out-of-town friends to a hutong restaurant is a must: *Beijing Today* recommends two restaurants that'll leave them with good impressions, not to mention a full stomach.

Courtyard Vietnamese

There are more than a few Vietnamese restaurants tucked in hutong, with Susu being the newest. It's a spacious restaurant with terrace seating and a Chinese toon tree in the front yard.

The interior is modern, with high ceilings, glass walls, wood tables and a bar area.

Open for fewer than three weeks, the restaurant already gets packed with customers during dinnertime.

Susu is the common Vietnamese name of a local dish: alligator pear. It's crispy and slightly sweet.

People who have traveled to Vietnam may know that its cuisine uses a lot of herbs. The amount of fresh herbs in a dish can be directly proportional to that dish's value and authenticity.

At Susu, we recommend the papaya beef salad (36 yuan for vegetables only, 48 yuan for beef) for a starter. The sliced green papaya, mixed with or without beef and crushed peanuts, has a crisp and sour taste created by a twist of lime.

For main dishes, try La Vong Fish (108 yuan). The dish is served in two parts: snakehead fish fillets sautéed in fennel leaves, turmeric and scallions, served sizzling over a flame; and a plate with vermicelli, fresh herbs like mint and coriander, crushed peanuts, rice crackers and homemade shrimp-fish gravy. (Lime shrimp paste is avail-



Vietnamese hotpot

Photo by Lu Di

able on request.)

Fennel leaves are widely used in Vietnamese food. They grow thicker there than in Thailand and have a stronger aroma, and go well with fish.

Here is how to eat this dish: first create a bowl of herbs, vermicelli, fish fillets and rice crackers, then add gravy and sprinkle in crushed peanuts. Mix and enjoy!

The tomato fish soup (68 yuan) is also sour and delicious with tomatoes, seared freshwater bass fillet, baby onions and lime over a bed of fennel leaves and green onions.

Unlike Cantonese soup, Vietnamese soup is clear, with a strong aroma of mixed fresh herbs. The taste is fruity and a bit spicy.

The restaurant offers a few different kinds of red and white wine (40 to 45 yuan per glass).

Susu

Where: 10 Qianliang Xi Xiang, off Qianliang Hutong, Dongcheng District

Open: 11 am - 11 pm, closed Mondays

Tel: 8400 2699

Cost: Average 120 yuan per person

Pearson Longman English World

aware / be aware

1. *Emily aware the dangers.*
 Emily was aware of the dangers.



In Chinese 察覺 is a verb, but in English 'aware' is an adjective. So a person 'is aware of' something.

care for / care about

Her aunt cared for her happiness.
 Her aunt cared about her happiness.



'To take an interest in' is to 'care about'.

Exercise

Choose the correct words:

1. for, about

a. She's very busy caring _____ a disabled son.

b. I didn't think he cared _____ my opinion.

2. aware (present tense)

a. _____ she _____ that it's finished?

b. I'm sure he _____ of the need to finish soon.

Answers: 1. a. for b. about 2. a. Is, aware b. is aware

Book title:

Common English Errors in Hong Kong (New Edition) 是一本专门为香港初、中级英文水平的学生所编写的自学教材。本书指出并纠正大量本地学生所常犯的英文文法与字法使用上的错误，并附有非常生动活泼的插图，深受青少年学生的青睐。

资料来源: Language Leader (Pre-intermediate) by Ian Lebeau and Gareth Rees (Pearson Longman)

Taiwanese style of royal Chinese food

Jingzhaoyin has been a well-known vegetarian restaurant in Taiwan for several decades.

It opened a Beijing branch this summer in Wudaoying Hutong, where there are several rising boutiques and bars.

The main attractions of the new restaurant are the food and its architecture.

Jingzhaoyin uses a variety of select ingredients to create charming dishes.

Take starters for example: there is the popular cordyceps with bamboo shoots (59 yuan), Nigiri sushi with matsutake mushrooms (139 yuan) and sushi with wild rice (109 yuan).

Cordyceps are rare ingredients in traditional Chinese medicine, and are normally sold dry. The restaurant uses fresh ones that have a texture similar to daylilies.

The white gourd soup (99 yuan) simmered with overlord flowers and almonds is impressive – light but full of flavor.

Sautéed asparagus with gorgon fruit (79 yuan) is the

restaurant's must-order. Gorgon fruit is grown around Jiangsu Province and is nicknamed "beauty rice," as it's a healthy ingredient for women.

Because fresh gorgon fruits are hard to preserve, most gorgon fruits are dried in the market – an expensive ingredient that takes long hours to cook but retains a taste that most people find repulsive.

The gorgon fruits at Jingzhaoyin, however, are fresh, chewy and tender.

To source real wild and fresh ingredients is one of Jingzhaoyin's goals.

The other highlight: famous architect Zhang Yonghe designed the restaurant's courtyard. Visitors will be impressed by its many details, such as the bamboo garden, long terrace and a wine bar with traditional and modern aesthetics.

Jingzhaoyin

Where: 2 Wudaoying Hutong (opposite Yonghegong, the Lama Temple), Dongcheng District

Open: 11 am - 11 pm

Tel: 8404 9191



Sautéed asparagus with gorgon fruit, 79 yuan Photo by Lu Di

New furniture for fall

By Annie Wei

Humble abodes don't require a lot of furniture, but one or two selective pieces can really brighten up the place and reflect your quality of life.

This week, we've discovered some pieces from Lost & Found that are perfect for any place: simple and elegant.



Librarian's cabinet

A simple and industrial style, the drawers have two layers for different items. It can be rolled into any room. Great for people who freelance at home.

Cost: 5,700 yuan



Dresser

Many people like this vintage dresser, which is seen in many old Shanghai movies. It's a practical throwback to earlier times, and perfect for clothes, socks and nightwear.

Cost: 6,900 yuan



Apron

It's made of quality linen.

Cost: to be determined



Danish chair

Originally Danish designed, it was copied in Japan, where it gained popularity, and eventually became marketed in China. Its details have been refined with a focus on a smooth, solid wood frame with fine leather.

Cost: 4,680 yuan for leather



Church chair

Designed based off the chairs used in little European churches, these pieces were once popular among primary schools, with a place to hold books – a detail that we very much like.

Cost: starting from 1,700 yuan



Danish footstool

The design has typical Danish curves. It's simple but solid – perfect to relax one's feet.

Cost: 1,900 yuan for leather

Lost & Found

It has two stores at the same street. One sells furniture, home décor and cotton clothes while the other reflects a more lifestyle attitude.

Where: 42 Guozijian Jie, Dongcheng District

Open: 10:30 am – 8 pm
Tel: 6401 1855

Where: 57 Guozijian Jie, Dongcheng District

Open: 10:30 am – 8 pm
Tel: 6400 1174

Editor: Wei Ying
Designer: Deng Ning



Loft audiovisual cabinet

It might seem like just a table to hold a TV or radio, but the designer made each block and drawer wider and shorter, so that it feels like a "loft."

Cost: 5,900 yuan